career

opportunities

for

majors

in English

INDIANA UNIVERSITY BULLETIN

dress to
us know
ow your

American literature and folklore are brought to life by the singing of American ballads.

INDIANA UNIVERSITY BULLETIN

(Official Series)

Entered as second-class mail matter January 28, 1916, at the post office at Bloomington, Indiana, under Act of August 24, 1912. Published thirty times a year (four times each in January, February, March; three times each in April, May, June; twice each in July, August, December; monthly in September, October, November), by Indiana University from the University Office, Bloomington, Indiana.

Vol. LII, No. 8 Bloomington, Indiana February 28, 1954

Career opportunites for majors in English

A college major in English literature is good for its own sake because it is a good kind of education. It is also good because in these uncertain times it provides sound preparation and broad security for employment in an ever-expanding variety of vocations and professions. For in addition to career opportunities for English majors in fields traditionally associated with the study of English, a recent trend shows that realistic and forward-looking employers are increasingly offering opportunities in business and elsewhere to young people who have had the advantages of a broad liberal education. Striking evidence of the new concept of the value of the study of literature and related subjects in the practical world of business is provided by sample opinions taken from scores of letters received from high business officials. These opinions come from the businessmen who do the hiring and who are especially interested in job applications from liberal arts graduates.

From the Vice-Chairman of the Board of the New York Air Brake Co.:

> A broad and liberal education, and even a touch of classical work, has its value professionally as well as in the making of the man. On reaching a certain stage in his professional career, other things being equal, that man who can best meet intelligent and cultured men on their own level secures the highest and best professional practice.

From the Divisional Manager of the American Management Association:

> American business management is becoming more and more aware of the value for executives of a broad education in the humanities. . . . Today's executive must have qualities of imagination to keep pace with the dynamic forces from many directions impinging on the business world: he must have a sense of the moral responsibility which American industrial power incurs. It is no more than prudent to prepare him for such demands by including in his education the greatest examples we have of the operation of the disciplined imagination, and the actual embodiment of moral values, in the works of poets, philosophers, and artists.

When forward-looking representatives from the fields of industry and management officially take the position that the study of literature and the arts is a potential for strength and growth in the practical business world, it means that new and wider fields and greater opportunities are open to the English major.

This pamphlet tells about some of these career opportunities in business open to majors, and about the many vocations—such as law, library science, teaching, and publishing—that have long been thought of in connection with the study of English. It also shows specifically through sample curricula how the student may best prepare himself for his chosen field. The adviser to undergraduate English majors is always ready to help the student choose his field and work out his program of study.

Advertising, sales promotion, and editing

For students who graduate with the Bachelor of Arts degree there are careers in business for which training in English with a concentration in writing is particularly usable. These include many types of advertising,* sales-promotion work, and editing. The head of the publications department of the United States Naval Civil Engineering Research Laboratory, Port Hueneme, California, explains that "majors in English make better editors than do technically trained men simply because their training is broader, giving them a better general understanding. . . . The broad background of the major in English becomes, in such cases, an asset rather than a liability." Nearly every large business or manufacturing house has a trade journal which requires staff editors skilled in writing. For these and similar positions, along with his literature courses, a student should take work in advanced writing and the basic courses in psychology, marketing, and advertising.

Typing, stenography, and general office work

Many vocational opportunities, especially for women, are available if the English major is supplemented by a limited amount of business training in typing (50 wpm) and shorthand (80 wpm). This level of proficiency (usually attained with nine to twelve hours of work in the School of Business) will qualify students for stenographic or secretarial positions in a great many different fields, including the federal government. The training in stenography very often serves as a means to advancement in report

*Each February an Aptitude Examination for Advertising, sponsored by the American Association of Advertising Agencies, is given to college men and women considering advertising careers.

The University community enjoys a series of informal programs featuring English faculty members reading from great literature.

writing, editing, or any field in which the graduate is interested. Personnel directors point out that most women in junior executive positions reach them through secretaryships.

No set program can be prescribed for a student interested in this kind of career, but a few general suggestions may be helpful. Economics might well be used to satisfy the social science requirement. Advanced courses in writing would be extremely useful. Proficiency in a foreign language as represented by the A.B. requirement will often qualify a person for foreign service in the State Department.

Executive leadership in business

Students interested in English who are contemplating a career of responsibility and leadership in business would be wise to consider a combined program of five years, consisting of an undergraduate major in one of the fields of English, leading to an A.B. after four years, followed by an additional year of study in the Graduate Division of the School of Business, and culminating in the Master of Business Administration degree.

The Chairman of the Department talks over career opportunities with an English major.

The M.B.A. program in the School of Business recognizes the great value of undergraduate training in literature and writing. By adapting to his own needs one of the programs suggested on the following pages, a student can begin his graduate work in business with fundamental knowledge in four or five of the seven basic areas of business and economics: principles of economics, principles of accounting, statistics, finance, marketing, management, and business law. Thus a student taking one of these programs who discovers along the way that he is unable to go on for the fifth year has the added protection of enough basic work in business to qualify him for many kinds of business employment, even without the year of graduate work.

SAMPLE PROGRAM*

A.B. in Writing for Students Interested in an M.B.A. with a Career in Advertising, Sales Promotion, or Editorial Work

FRESHMAN YEAR

Foreign Language	5	Foreign Language	5
Psychology P101 (Introduction)	3	Psychology P102 (Introduction)	3
English W101 (Composition)	2	Psychology P111 (Laboratory)	2
English L101 (World Literature)	3	English W102 (Composition)	2
Military	1	English L102 (World Literature)	3
Physical Education	1	Military	1
	15	Physical Education	1
			17

SOPHOMORE YEAR

Foreign Language	5	Foreign Language	3
Geography G101 (Elements)	3	Geography G102 (Elements)	3
Economics E201 (Principles)	3	Economics E202 (Principles)	3
English W103 (Composition)	2	Psychology P112 (Laboratory)	2
English L220 (Shakespeare)	3	English L219 (Chaucer)	3
Military	1	Military	1
	17	Elective (e.g., Speech S121: Public Speaking)	2
			17

JUNIOR YEAR

History H105 (American History)	3	History H106 (American History)	3
Business M300 (Marketing)	3	Business M315 (Advertising)	3
English W201 or W303 (Writing)	2	Business Elective	3
English L345 (Modern British Literature I) or L357 (Modern American Poetry)	3	English W202 or W304 (Writing)	2
		English L346 (Modern British Literature II) or L358 (Modern American Fiction)	3
Electives	4-6	Elective	2-3
	15-17		16-17

SENIOR YEAR

Business M416 (Advertising)	3	Economics E370 (Business Data)	3
English W405 (Writing)	2	English W406 (Writing)	2
English L359 (American Novel)	3	English L402 (Senior Study of English Literature)	4
English L401 (Senior Study of English Literature)	4	Electives	6-8
Elective	3-5		15-17
	15-17		

Hours in major: 25
1st minor: psychology, 10 hrs.
2d minor: history, 6 hrs.
Concentration group total: 41 hrs.

*This is a maximum program. For students who receive college credit for high school work in a foreign language, the program may be somewhat lighter.

English majors planning careers in business supplement their liberal arts program with practical courses in the School of Business.

SAMPLE PROGRAMS

A.B. in English Literature as Part of a Five-Year Program Leading to the M.B.A. for Future Executives in Business

Freshman and sophomore years in the two programs on this page are the same as for careers in advertising, sales promotion, and editorial work on page 7

JUNIOR YEAR

History H308 (English History)	3	History H309 (English History)	3
Elective	2	Business A202 (Accounting)	3
Business A201 (Accounting)	3	19th-Century English Literature	3
Business Elective	3	English Literature or Criticism	2-3
Renaissance English Literature	3	Electives	4-5
Restoration or 18th-Century English Literature	2-3		15-17
	16-17		

SENIOR YEAR

Economics E370 (Business Data)	3	English W202 or W304 (Writing)	2
Business Elective	3	English L346 (20th-Century British Literature)	3
English W201 or W303 (Writing)	2	English L402 (Senior Study of English Literature)	4
English L345 (20th-Century British Literature)	3	Electives	6-8
English L401 (Senior Study of English Literature)	4		15-17
	15		

A.B. in American Literature as Part of a Five-Year Program Leading to the M.B.A. for Future Executives in Business

JUNIOR YEAR

History H105 (American History)	3	History H106 (American History)	3
Business A201 (Accounting)	3	Business A202 (Accounting)	3
Electives	2-3	Business Elective	3
English L353 (American Literature)	3	English L354 (American Literature)	3
English L357 (Modern American Poetry)	3	English L358 (Modern American Fiction)	3
	14-15		15

SENIOR YEAR

Business Elective	4-6	Economics E370 (Business Data)	3
English W405 (Writing)	2	English W406 (Writing)	2
English L355 (American Literature)	3	English L402 (Senior Study of English Literature)	4
English L401 (Senior Study of English Literature)	4	Electives	6-8
English L453 (American Literature Seminar)	2		15-17
	15-17		

Hours in major: 25
1st minor: psychology, 10 hrs.
2d minor: history, 6 hrs.
Concentration group total: 41 hrs.

Civil Service

Closely related to opportunities available to the English major in the various fields of business are opportunities in several thousand kinds of jobs in the state and federal Civil Service. To qualify initially for these jobs a person must pass detailed "practical" examinations, but once he is inside the service analytical ability and a talent for incisive thinking and writing will frequently serve as a solid basis for advancement. The undergraduate with a major in English may equip himself with the vocational supplements adequate to qualify himself for the following positions:

1. *Editorial assistant*: English major supplemented by a minor in writing or journalism.
2. **Social science research worker*: English major supplemented by twenty-four semester hours in not more than two of the following: geography, economics, government and public administration, history, education, psychology, sociology, or anthropology.
3. **Statistician*: English major supplemented by fifteen hours of mathematics and statistics, plus nine hours in any one of the physical or social sciences.
4. **Psychologist*: In effect, a joint major in English and psychology may be pursued. This program qualifies for testing and research jobs in the federal government; it may also serve as an entrance into government personnel work.

For student of superior ability: A few outstanding students interested in research and analysis, working toward the A.B. in English and proficient in a foreign language (preferably non-Romance), may find attractive prospects in intelligence research and similar fields.

English majors are eligible to take the Junior Management Assistant Examination offered annually by the United States Civil Service Commission if they have thirty semester hours in one or a combination of the following: government, economics, psychology, geography, history, sociology, and anthropology. Successful examinees may be assigned work as professional assistants in government research and analysis.

---

*These positions are filled from the Junior Professional Assistant Examination, offered in Bloomington at frequent intervals by the U. S. Civil Service Commission.

A future teacher of English practice teaches *The Rime of the Ancient Mariner* in one of the Bloomington high schools.

Law

Law faculties are reluctant to prescribe specific prelegal programs. As the *Bulletin of the Indiana University School of Law* states: "The student's pursuit of genuine intellectual interests, of whatever nature as long as not too narrow in range, is to be preferred over any prescription that might be written. The cultivated man who conforms to no set pattern makes the best lawyer." Law schools are showing increasing interest in the student

Important features of an early Shakespearean text are explained to a class in drama.

who has completed a four-year liberal arts program before the beginning of professional study. They have a high regard for the English major.

The student anticipating law as a career who is not able to devote a full four years to undergraduate study before entering law school may wish to take a six-year combined English-law course, with the A.B. in English conferred after the end of the first year in law school. This program permits a student to acquire a liberal background and at the same time to complete his legal studies in a minimum period.

Students learn about the newest in literary criticism from the Department's distinguished visiting literary critic.

SAMPLE PROGRAM*

Three-Year Prelaw Program with an English Literature Major†

FRESHMAN YEAR			
Foreign Language	5	Foreign Language	5
Psychology P101 (Introduction)	3	Psychology P102 (Introduction)	3
Speech S121 (Public Speaking)	2	Psychology P111 (Laboratory)	2
English W101 (Composition)	2	English W102 (Composition)	2
English L101 (World Literature)	3	English L102 (World Literature)	3
Military	1	Military	1
Physical Education	1	Physical Education	1
	17		17
SOPHOMORE YEAR			
Foreign Language	5	Foreign Language	3
Psychology P112 (Laboratory)	2	English L219 (Chaucer)	3
English W103 (Composition)	2	Geology G100 (Physical) or other physical science	5
English L220 (Shakespeare)	3	History H309 (English History)	3
History H308 (English History)	3	Military	1
Military	1		
	16		15
JUNIOR YEAR			
Economics E300 (Principles)	5	English W202 or W304 (Writing)	2
English W201 or W303 (Writing)	2	English L402 (Senior Study of English Literature)	4
English L401 (Senior Study of English Literature)	4	19th-Century English Literature	3
Renaissance English Literature	3	English Literature or Criticism	2-3
Restoration or 18th-Century English Literature	2-3	Electives	2-5
	16-17		13-17
SENIOR YEAR			
Law	16	Law	16

Hours in major: 25-26.
1st Minor: psychology, 10 hrs.
2d Minor: history, 6 hrs.
Concentration group total: 41-42 hrs.

*This is a maximum program. For students who receive college credit for high school work in a foreign language, the program may be somewhat lighter.
†Students who prefer to major in American literature may do so by substituting appropriate courses in American literature and history for certain courses listed here in English.

Library science

There is a growing need for trained librarians throughout the country. An undergraduate major in English with a teacher's certificate including a "restricted area" in library science will qualify a student for a high school librarianship; an undergraduate major in English with a minor of eighteen hours of required courses in library science will qualify him for a public library certificate. This undergraduate minor also serves to qualify a student for a position as library assistant in various branches of government service, with opportunities for advancement in library and reference-research work.

One year of graduate work, leading to a Master's degree in library science, qualifies the individual for positions in the larger public libraries and in college and university libraries. This degree or its equivalent is also required by the federal government for positions as librarians.

The student interested in a librarianship gains practical experience in filing and cataloguing.

Students of English learn about original manuscripts and first editions in the University's rare book room.

High school teaching

As soon as the crest wave of a greatly increased grade school population reaches the high schools (around 1957-58), properly qualified high school teachers will be in unprecedented demand. The student who wishes to ready himself for this situation when it comes and who chooses English as his subject-matter field may fulfill the state secondary school teaching certification required of all high school teachers at the same time that he completes an English major in the College of Arts and Sciences.

As a rule the student would be wise to divide his literature courses in the major about equally between English and American literature. In the sample program this has been done and a restricted area in history has been suggested; but it is equally possible to arrange programs with restricted areas in a foreign language, journalism, speech, or library science. With some restricted areas, however, it may be necessary to attend one summer session in addition to the usual eight semesters required for the A.B. degree.

SAMPLE PROGRAM*

English and American Literature Major

Comprehensive Area: Language Arts

Restricted Area: History

FRESHMAN YEAR

English W101 (Composition)	2	English W102 (Composition)	2
Foreign Language	5	Foreign Language	5
English L101 (World Literature)	3	English L102 (World Literature)	3
Geography G101 (Elements)	3	Geography G102 (Elements)	3
Speech S121 (Public Speaking)	2	Education F100 (Introduction)	2
Physical Education	1	Physical Education	1
Military	1	Military	1
	17		17

SOPHOMORE YEAR

English W103 (Composition)	2	Science	5
Foreign Language or Elective	5	Foreign Language or Elective	2-3
English L220 (Shakespeare)	3	English L219 (Chaucer)	3
Speech S123 (Discussion and Debate)	3	Psychology P101 (Introduction)	3
Speech S141 or S241 or S243 or S245 (Acting)	2-3	History H103 (Western Civilization)	3
Military	1	Military	1
	16-17		17-18

JUNIOR YEAR

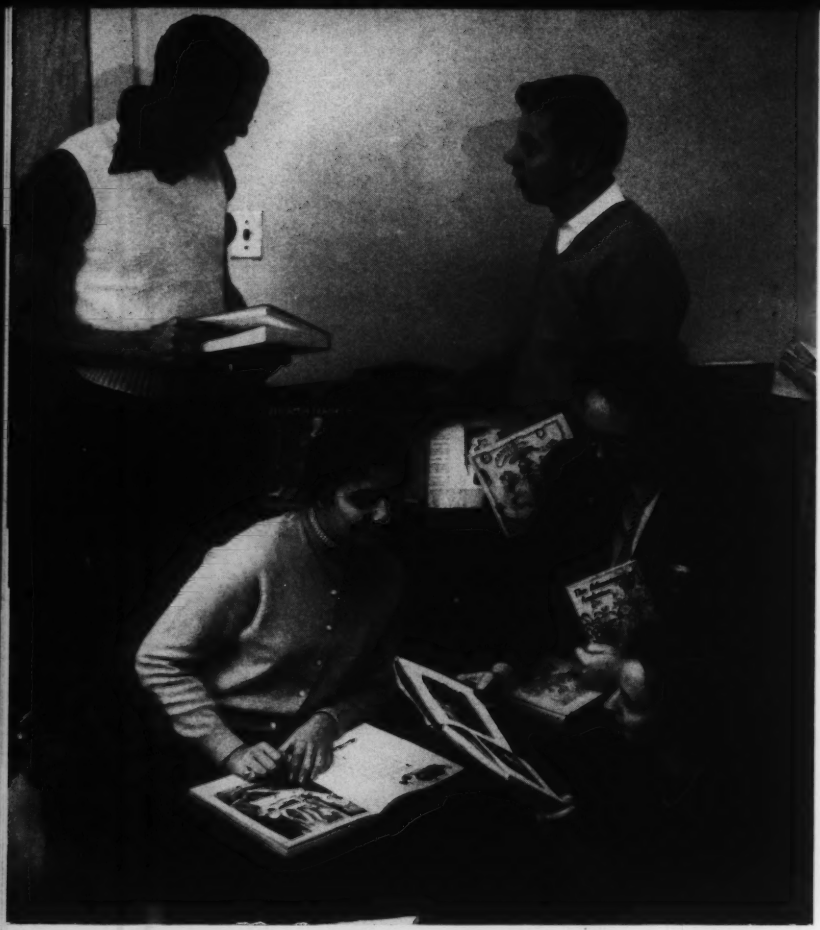
Psychology P111 (Introductory)	2	English L354 (American Literature)	3
History H104 (Western Civilization)	3	English L401 (Senior Study of English Literature)	4
History H105 (American History)	3	History H106 (American History)	3
English G203 (Grammar for Teachers)	3	Speech S240 (Theatre)	2
English L353 (American Literature)	3	Fine Arts F100 (Appreciation)	2
Journalism J325 (School Publications)	3	History Elective	3
	17		17

SENIOR YEAR

English L355 (American Literature)	3	Education M440-78 (Methods of Teaching)	5
English L402 (Senior Study of English Literature)	4	Education S485 (Secondary Education)	3
English L453 (Seminar in American Literature)	2	Education M480 (Student Teaching in the High School)	5-8
Education P240 (Educational Psychology)	3		13-16
Music M174 (Appreciation)	2		
History Elective	3		
	17		

Concentration group: English 25, History 15, Psychology 5
Comprehensive area: 46 (including L401-L402)
Restricted area: 24

*This is a maximum program. For students who receive college credit for high school work in a foreign language, the program may be somewhat lighter.



Future teachers studying children's literature put to good use the University's treasurer-trove of children's books.

College teaching

For the student who is devoted to the study of literature there is probably no more satisfying lifework than the teaching of English on the college or university level. But college teaching, at whatever level, requires graduate training. The A.M. degree, which can be earned in one year of full-time graduate study, will qualify an individual for a teaching position in a junior college, or in many teachers' colleges or small liberal arts colleges. Since we shall soon have an acute shortage of college teachers, it may also serve as a means for temporary employment in larger colleges and universities.

Anyone who has aspirations towards a permanent career as a teacher of English at the university level, however, must recognize the necessity for acquiring the Ph.D. degree. This requires a minimum of three years of full-time study and usually takes longer because of the arrangement, common in most graduate schools, of permitting the student to do part-time teaching as he proceeds with his graduate studies. But by means of part-time teaching, though it may delay the acquiring of the degree, the individual gains valuable teaching experience and is also helped in financing the cost of his education. The superior graduate student will often find his financial burden eased by means of substantial scholarships and fellowships.

Professional writing

Students interested in professional writing may wish to elect writing as the major field. It should be pointed out, however, that a professional writer able to support himself entirely by his pen cannot be trained in college in the same way that a lawyer or a physician or an engineer can be trained. Advanced writing courses can help the student a great deal in many very practical ways, but the ultimate factor is whether the individual who aspires to write actually has something to say. For this reason he

Editors and hopeful authors gain practical experience in working on the staff of the *Folio*, literary magazine of the Department of English.

should acquire during his college years as broad a background as possible.

Those students who have shown unusual distinction and talent in their undergraduate work may be interested in the graduate program leading to an A.M. in writing. By combining advanced study of literature with the practice of writing on a more mature level, the gifted student is often able to bring his writing to a standard consistently high enough to assure more than sporadic publication of his efforts.

The book publishing business

Careers in publishing have always been attractive to some English majors, and there are occasional opportunities in this field. The larger and better-known publishing houses are interested in capable college graduates, particularly those with a broad foundation in the liberal disciplines, but the A.B. graduate employed by a publishing firm will almost certainly have to serve an apprenticeship before he can hope for a position in the editorial or production departments. For women the apprenticeship will involve clerical or secretarial work at first; initial competence in typing and shorthand will make this kind of employment much easier to obtain. Men are likely to spend their first few years in the business as traveling representatives, with gradually lengthening intervals in the home office between trips, as they work their way into editorial positions.

The Department's professor of Elizabethan drama explains the arrangement of Shakespeare's stage from a model of the Globe Theater.

The ministry

The ministry is another of the professions for which a major in English serves as an excellent preparation. The Dean of the Divinity School, Yale University, has recently written to us:

> A college major in English is useful preparation for the Christian ministry in at least two outstanding respects. First of all, the Christian Gospel should be communicated in language that is both sensitive and strong, and extensive training in English is invaluable preparation for this task. Secondly, the great resources of English literature should be readily available to those who would interpret the Christian Faith eloquently and profoundly to their English speaking fellow Christians. While English is assuredly not the only appropriate college major for preministerial students, it should be placed high in the list of preferred subjects.

Liberal arts studies at the college level provide the essential foundations for seminary study later. Therefore, college courses in English, philosophy, and history are of primary importance in acquiring a broadly comprehensive learning, without which the minister's later career would be handicapped.

Job placement services

The Department of English has appointed an adviser to undergraduate majors who, with the assistance of a faculty committee, will advise each student on the best preparation for his chosen career and when he reaches his senior year will help him to find the right position. To receive the maximum benefit from these services, it is important that each individual consult his adviser early in his course and that he follow the procedures outlined for job placement. Three employment bureaus are maintained by Indiana University: Bureau of Educational Placement, School of Education; Institute of Training for Public Service, Department of Government; Bureau of Personnel Relations and Placement, School of Business. Students seeking teaching positions will register with the Bureau of Educational Placement; those interested in the various offerings in Civil Service will register with the Institute of Training for Public Service; those interested in any of the many and varied types of positions in business will register with the Bureau of Personnel Relations.

Indiana University's cultural leadership is symbolized by the Auditorium, where year after year capacity audiences enjoy the finest in public lectures, music, and drama.

English may be the best major for you

If the study of literature challenges you, or if you have a talent for writing, and if you are planning a career in business, law, teaching, writing, editing, or in any one of the many careers for which English excellently serves as a foundation, a college major in English could be the wisest choice for you. The adviser to undergraduate majors in English will be glad to discuss your plans with you and help you to work out the program of study in English and related subjects which will best prepare you for your chosen career.

Duke University Library

MAR 2 - 1954

... C.

INDIANA UNIVERSITY BLOOMINGTON, INDIANA

Distributed as Supplement to *The CEA Critic*, Vol. XVI, No. 2, February, 1954